TOMORROW starts here.
Cisco Unified Contact Center Enterprise and Customer Voice Portal
Overview and Roadmap

BRKCCT-1051

Jim Lundy, Product Manager
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Agenda

- Solution Review
  - Market View
  - Product Overview
  - Key Components
- Product Update
  - UCCE v9 Recap
  - UCCE/CVP v10 Features
- Q&A
  - Appendices
Top Three Trends

Contact Center

1. Consolidation and Centralization of Infrastructure
   – Requires multi-tenancy for department autonomy

2. Cost Optimization
   – Desktop Virtualization and Gadgets
   – Server Reduction
   – Self-Service
   – Multi-Media
   – Call Recording

3. Contact Center Focus – Simplicity of Operation Coupled with Advanced Application Use

Source: Gartner Group 2012
Waves of Customer Collaboration Innovation

Wave 1: Cost

“Drive, run, or walk to your customers with technology, information, and personalized service.”

Tom Kelley

Wave 2: Relationship

Wave 3: Experience

IDEO
Is Customer Experience Top of Mind Issue for Your Business?
Customer Interaction Dynamics

- Repeatable transactional activity deflected to web and mobile channels
- Live support role evolving to:
  - Exception handling
  - High touch consulting (adding video, collaboration)
  - Cross channel conversations
Evolution to Customer Collaboration

Competitor’s Approach

Portfolio A

Disruption

Portfolio B

Cisco’s Approach

Today’s Decision Window
Reducing Infrastructure Duplication

Traditional multivendor approach:
Multiple product layers lead to cost and complexity

Cisco Approach:
Single Contact Center application layer on top of Unified Communications infrastructure

Duplicate Licenses

CTI
API
ACD
PBX

$$ cost takeout $$

CCE
Cisco UCM
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Starting with the Good News

- Cisco has closed market share gap with Avaya by 33.4 points since 2007
- Cisco widened gap over Genesys + Alcatel by 18.5 points

Sources: "Market Share: Contact Centers, Worldwide", 2008-2011 by Gartner
Starting with the Good News

Sources: “Market Share: Contact Centers, Worldwide”, 2008-2011 by Gartner

Source: Synergy

Cisco
Contact Center Joins Cisco Collaboration Leadership

Source: Gartner Magic Quadrant for Contact Center Infrastructure Worldwide, 6/27/12

Challengers
- Siemens Enterprise Comm.
- NEC
- Alcatel-Lucent

Leaders
- Cisco
- Avaya
- Genesys
- Huawei
- Interactive-Intelligence
- Aspect

Niche Players
- Mitel
- Altitude Software
- Enghouse Interactive
- ZTE
- Vocalcom

Visionaries
- SAP

Ability to Execute
Completeness of Vision
Cisco Customer Collaboration
Contact Center Results

#2 ACD Share

- Over 30% in NA
- Closed gap on Avaya by 7 points WW in 2012
- Execution of #1 Plan

Source: Synergy

#1 in IVR

- Over 40% WW

Source: Tern Systems

Awards

- 2013 CRM Service Awards:
  - Winner in CC Infrastructure
  - Leader in IVR

Quality

- Customer Sat 4.45

Source: Tern Systems
Unified Contact Center Enterprise
Quality Focus

Defect Count

Agent Count

2005
2011
Technologies Impacting Customer Collaboration

HTML5 and Web 2.0
Gadget-Enabled Collaboration Portals

SIP
From Session Border Controllers infrastructure to application enablement

Next-Gen Outbound
Scalable SIP Based Dialer

Virtualization
Server and desktop

Analytics
Web-Based Analytics

Web 2.0 APIs
Open Standards with Java, REST, AXL, SOA, Web Services

Open Recording Architecture
Introducing Open Standards to Reduce Cost

Video
Telepresence and Business Video

Social Network Integration
Work activity based on Social Network information

XMPP
Instant Message, Presence and Server-to-Server Communications
Cisco Unified Contact Center

Customer Voice Portal

Outbound

E-Mail Interaction Manager

Web Interaction Manager

SocialMiner on Collaboration Platform

Contact Center Enterprise

Intelligence Center

MediaSense

Finesse (desktop and web API)

360 Degree View of Customer
Single Platform for Inbound and Outbound

Datacenter A
- Office with agents and gateways
- Local Exchange Carrier
- Long Distance (800) Carrier

Datacenter B
- Office with agents only
- Local Exchange Carrier
- Cisco Virtual Office (home agent with broadband)
- Mobile Agent

WAN/Internet
- VPN

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Customer Voice Portal (CVP)
Network-based Self-Service, Queuing

The Cisco Customer Voice Portal provides an industry-standard VXML call processing platform to provide advanced speech/self-service applications. With an Eclipse-based service creation environment, it provides a rich web-services experience.

CVP leverages the power of the Cisco network, using the built-in VXML browser capability of the Cisco Voice Gateway – allowing for caller treatment anywhere on the network without having to bring the call to a central IVR “box”

CVP provides advanced features such as:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy Call Back</td>
<td>Allows callers in queue to hang up and be called back when an agent is free to help them</td>
<td>Improves customer satisfaction, reduces telco costs for queued calls, improves agent efficiency</td>
</tr>
<tr>
<td>Post-Call Survey</td>
<td>Automatically sends the caller to a survey at the end of the call</td>
<td>Increases survey participation, more immediate results, less expensive, uses existing call</td>
</tr>
<tr>
<td>Video Integration</td>
<td>Allows agent and caller to interact with Video</td>
<td>Improves customer experience with more visual interaction</td>
</tr>
<tr>
<td>SIP Header/UUI Integration</td>
<td>Allows 3rd party systems to include data in call messaging</td>
<td>Improves interoperability with 3rd party / outsourced systems and lowers costs for integration</td>
</tr>
</tbody>
</table>
Customer Voice Portal Capabilities

- **Self Service (IVR)** - VXML, Eclipse-based service creation
- **Speech** - optional ASR/TTS from leading vendors
- **Video** - support for video agent and Cisco Telepresence
- **SIP Call Control**
- **Call Queuing** - network based
- **Call Routing** - multi-site intelligent call routing
- **Reporting** - cradle to grave data repository
- **Management** - centralized, web based
- **Vendor interoperability** - integration with leading vendors
Finesse Agent Experience
A container application that reduces cost of integration

Configurable Tabs
Administrators define tab names

Finesse Gadgets
Administrators define which gadgets go on each tab

Agent State Controls
Finesse Vision: Agent Experience Orchestration

Finesse Workflows:
- Events
- Rules
- Actions

Jabber | Intelligence Center | SocialMiner | MediaSense | Third Party
Cisco Unified Intelligence Center (CUIC)

- Customizable presentation layer cross product
- Present real-time and historical data in a single dashboard to reduce manual steps
- Reduce manual consolidation of real-time and historical data by presenting it in a single dashboard
- Wizard-based interface extends reporting to data sources inside and outside the contact center
- Link reports to provide controlled access to drill down, up and across
E-mail Interaction Manager (EIM)

Voice Controls
Data Adapters, Knowledge Base, Customer History, etc
E-mail/ Chat Inbox
E-mail/ Chat Response
Web Interaction Manager (WIM)

Name: Brian Smith
Email: bsmith@atccorp.com
Phone Number: 650 123 4567
Your Question:
Hi, I need some help with my TV transmission

Live Chat

[Image of a mobile phone with a chat interface]

Live Chat

Help us improve your chat experience by taking a small survey.

How would you rate the quality of the answers you received?
[Rating stars]

What about the speed with which we answered your questions?
[Rating stars]

How would you rate your overall chat experience?
[Rating stars]

Additional Comments:
SocialMiner
Social media customer care

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign
5. Engage

Customer

Airline lost my luggage!

Social Media
Customer Care Agent
MediaSense
Voice/Video Recording and Real-time Speech Analytics

Open Web 2.0 APIs

Cisco Infrastructure
MediaSense Services
- Capture
- Metadata DB
- Storage
- Export / Transcode
- Streaming
- Tagging

Network Elements

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Cisco Public
MediaSense
Voice/Video Recording and Real-time Speech Analytics

Open Web 2.0 APIs

Cisco Infrastructure
MediaSense Services
• Capture
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• Tagging

Network Elements

Session Management

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Contact Center Management Portal (CCMP)

Distributed Management Strategy

- Unified web provisioning of CCE and Communications Manager
- Departmental Separation Supporting Multiple Business Units
- Audit Tracking of Configuration Changes
- Scale and Capacity
Contact Center Enterprise bridges legacy and next gen needs with a single consistent management, reporting and agent interface framework.
Blended Outbound

- Call by Call blending
- Dialing modes
  - Preview
  - Progressive
  - Predictive
- Network-based CPA
- Campaigns
  - Agent-based
  - CVP-based
Packaged Contact Center Enterprise (PCCE)
Contact Center Portfolio

Contact Center Express
All-in-one, easy to deploy and use multi-channel solution for small and medium sized contact centers

- Rich set of features in a box
- Single VM deployment
- Integrated to Cisco Unified Communications Manager tools
- Quick deployment
- Out-of-the-box Desktop
- Optional Workforce Optimization

Contact Center Enterprise
Designed for medium to large mission critical customer contact centers requiring a highly flexible and easily customized solution

- Highly scalable
- Distributed Queuing
- Exclusively deployed as fault tolerant
- Multivendor interoperability
- Sophisticated features: reporting, analytics, call routing, etc.
- Rich set of interfaces for application integration
Packaged Contact Center Enterprise (PCCE)

Contact Center Enterprise

Packaged CCE
Pre-packaged contact center solution
• Predesigned and bounded solution
• Up to 1000 Agents
• Single box deployment (two for redundancy)
• Simplified Management Interface
• Replicable, lower-touch approach for high volume

• Highly scalable
• Distributed queuing
• Exclusively deployed as fault tolerant
• Multivendor interoperability
• Sophisticated features: reporting, analytics, call routing, etc.
• Rich set of interfaces for application integration
Packaged Contact Center Enterprise (PCCE)
Simplified Mid-Market Package

**Packaged CCE**
Model CCE-PAC-M1: Up to 1000 agents on UCS-C series

**Single Box Rich Voice ACD**
- Inbound & Outbound Voice (CCE)
- Reporting (Intelligence Center)
- Call Control (Communication Mgr)
- Self Service (CVP)
- Desktop (Finesse or CTIOS)

**Options Available**
- Multichannel
- Social Media
- Speech
- CRM
- Recording
- Ext. HDS

**Unified CCE**
Flexible Models
- Scale
- IP IVR
- Parent/Child
- CCMP
- CAD
- TDM
- Etc.

**Migration**
Video Remote Expert (VRE)
TelePresence Content Server (TCS)

- Optional component required for video treatment for calls in queue
- Integrates to CVP similarly to VXML browser
- Record and stream video in queue
- Seamless workflow with Media Experience Engine (MXE)
Video Remote Expert (VRE)
Enhanced UCCE / CVP Video Support

- Video agent endpoints:
  - 8941, 8945, 8961, 9951, 9971, EX60, EX90

- Supplementary services from agent desktop
  - Hold/Retrieve, Alternate/Reconnect, Blind/Consult, Transfer/Conference

- Optional CVP-Controlled video queue treatment
  - CVP call control
  - Video treatment from TelePresence Content Server
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  • Product Overview
  • Key Components

• Product Update
  • UCCE v9 Recap
  • UCCE/CVP v10 Features

• Q&A
  • Appendices
What’s new in UCCE 9.0(1)

- Precision Routing
- Dynamic Call Type Node (Script editor)
- Congestion Control
- New Endpoint Support
- Windows 2008 R2 (Dropping Windows 2003)
- SQL Server 2008 (Dropping SQL Server 2005)
Deployment Types

- Goal: Simplify Install & Deployment
- Move towards Reference Deployments
- Choose Deployment Type at Install
- Enables specific configurations for PCCE, HCS, etc.
Does Your Contact Center Understand How You Run Your Business?

1. Wait-time 0 seconds hearing ringback
2. Goto step 8 if time-of-day is all 23:00 to all 07:00
3. Queue-to skill 30 primary
4. Announcement 2001
5. Wait-time 30 seconds hearing music
6. Announcement 2002
7. Goto step 5 if unconditionally
8. Disconnect after announcement 2003

Skills ignore caller and agent unique attributes
Cisco Contact Center Speaks Your Language: Precision Routing

Corporate customer
Pharmacy benefits
High Deductible Plan
Claims question

Individual customer
Frequent caller
30-days late
Claims question

Spanish speaker
Florida resident
Wants to open account

Better First Contact Resolution
Increased Customer Satisfaction
Higher Agent Productivity
More Control and Visibility of Business Outcomes

Corporate customer
Pharmacy benefits
High Deductible Plan
Claims question

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Frequent caller
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Better First Contact Resolution
Increased Customer Satisfaction
Higher Agent Productivity
More Control and Visibility of Business Outcomes

Senior Agent
Boston branch
Claims expert
HSA expert

Agent of the month
Boston branch
Spanish
New accounts

New hire
Florida branch
Benefits

Offshore agent
Claims expert
Collections

Contact Center

Better First Contact Resolution
Increased Customer Satisfaction
Higher Agent Productivity
More Control and Visibility of Business Outcomes
# Precision Routing - Travel Agency Use Case

## Caller Needs

<table>
<thead>
<tr>
<th>Language</th>
<th>Service Selection</th>
<th>Status</th>
<th>Booked Through</th>
<th>Other Res.</th>
<th>Loyalty</th>
<th>Recent History</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>New Reservation</td>
<td>In-route</td>
<td>Web site</td>
<td>Hotel</td>
<td>Standard</td>
<td>Neutral/good</td>
</tr>
<tr>
<td>Spanish</td>
<td>Existing Reservation</td>
<td>Not In-route</td>
<td>Phone</td>
<td>Car</td>
<td>Gold</td>
<td>Negative event</td>
</tr>
<tr>
<td></td>
<td>Award Reservation</td>
<td></td>
<td></td>
<td></td>
<td>Platinum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lost Baggage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Agent Expertise

<table>
<thead>
<tr>
<th>Language</th>
<th>Service</th>
<th>Attribute</th>
<th>Proficiency</th>
<th>Booked Through</th>
<th>Other Res.</th>
</tr>
</thead>
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<tr>
<td>English</td>
<td>Reservation</td>
<td></td>
<td>3 5 7</td>
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<td>Award</td>
<td></td>
<td>3 5 7</td>
<td>Phone</td>
<td>Air</td>
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<td></td>
<td>Lost Baggage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Optimal match
Empowering the Business User
Cisco Contact Center Strategy

1. Web 2.0 interfaces to easily enable routing strategy implementation without complex scripting

2. Automatic mapping of agents and Precision Queues for rich report and workforce management

3. Out-of-the-box real-time and historical reports that are tightly mapped to call flows – business-relevancy without need for complex analytics
Dynamic Call Type node

- Script Editor enhancement allowing Call Types to be chosen dynamically (referenced via variable or formula)
- More flexible and yet simple scripting
- Improves reporting
Congestion Control
Protection Against Unexpected Extreme Call Spikes

- 3-Degrees of intervention
- Configurable rejection treatment
New Endpoints

- Video-enabled Telephones: 8941, 8945, 9951, 9971

- EX60 and EX90 Desktop Video with CTI control enablement

- High definition endpoints can now be agents

- Standard-based video sharing (BFCP)

- Optional CVP-based video queue control
What’s new in UCCE 9.0 MRs

9.0(2)
- SIP Dialer robustness
- Citrix XenApp 6.5 qualification

9.0(3)
- CUCM 9.1(1) Support
- SIP Trunking / A-Law Support
- Avaya ACM 6.3 and 10-Digit dialing
- Expand SIP Dialer to 300 Campaigns
- Separate CCE software and I18N Language Pack install

9.0(4)
- Aspect PG Support & CMI 6.4 Qualification
- CUBE Support for Outbound
- Avaya AACC 6.2 Qualification
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What’s coming in UCCE 10.0(1)

Features

- Agent Request API
- Departments
- LiveData Architecture
- + Agent dialing
- Separate UCCE and Language Pack install
- Increase CTIOS All Events Clients Max
- Documentation Restructuring
Agent Request API

1. Self Service does not address customer issue

2. Live agent support request

3. Customer context analyzed

4. Best agent identified

4. Callback initiated

REST API on Customer Collaboration Platform

Precision Routing work assignment

Finesse agent controls and customer context presentation
Departments

- Routing Separated by Internet Script Editor (ISE) Proxy

- Bring the benefits of virtualization and regional/operational consolidation to contact centers
A New Approach for Real Time Data

- Unifies data access (CTI vs. AW)
- Web 2.0 API
- Faster refresh rates

Enterprise Application Possibilities:
- Load balancing across multiple UCCEs
- Multivendor integration
- Third party dashboards
- Workforce management reassignment
- Workflow triggers
What’s coming in UCCE 10.0(1)

Hardware Qualifications

- New Endpoints
- ICM with UCS Qualification
- Spec-based Hardware Qualification
- CUBE for Outbound Qualification
- Nexus 1000 Qualification
- MCI/Sprint NIC qualification
New Endpoints

DX650 Desk Phone

- Android desk phone:
  - customizable home screens, communications widgets, ringtones, and more
- 802.11 a/b/g/n desktop Wi-Fi connectivity or Gigabit Ethernet network
- Integrated 7-inch touchscreen
- HD video up to 1080p at 30 fps
- Embedded Bluetooth radio
Virtualization Support

- Provides deployment flexibility and customer platform choices
- Simplified support with Cisco reference configurations
- Server consolidation: reduce space, power, cooling, cabling, and management resources

- Specification-based flexibility for 3rd-party HW
- Virtualized-only from v10 onward
- ICM tested on UCS platform

http://docwiki.cisco.com/wiki/Unified_Contact_Center_Enterprise
Contact Center Enterprise APIs
Enterprise Scale & Customization

- UCCE enables customers to receive, route, and initiate customer contacts via voice, email, chat, and social media, throughout their distributed global enterprise.

- Heritage Interfaces & APIs, complimented by Finesse, CUIC, PCCE APIs.

- Designed to empower Customers to **build** customization of their CC experience, or **buy** ATP Partner solutions.
## UCCE APIs

<table>
<thead>
<tr>
<th>API</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTI Server (GED-188)</td>
<td>Socket level interfaces allowing client and server-to-server integrations. It provides events and statistics, agent and call control.</td>
</tr>
<tr>
<td>CTI-OS Server (CTIOS CIL)</td>
<td>Client side C++, COM, .NET and Java libraries, and ActiveX controls.</td>
</tr>
<tr>
<td>VRU-PG (GED-125)</td>
<td>Socket level interface for routing, control, activity monitoring of VRUs and report on their activity. Allows VRU routing requests</td>
</tr>
<tr>
<td>Router (GED-145 Application Gateway)</td>
<td>Socket level interface to send/receive messages to/from external applications under script control.</td>
</tr>
<tr>
<td>Router (SQL Gateway)</td>
<td>Router Interface, controlled by the routing script, to lookup data from SQL Server DB.</td>
</tr>
<tr>
<td>Historical Database (HDS)</td>
<td>HDS Schema for non-real-time-reporting.</td>
</tr>
<tr>
<td>Administration Workspace (AW)</td>
<td>Schema for configuration and real time reporting database.</td>
</tr>
</tbody>
</table>
UCCE Tech Center Example
Developer Resources

Contact Center Enterprise/Hosted/ICM IVR PG (GED-125) Developer Center

Overview  Documentation  Community  Wiki

Get Started with Cisco GED-125
Ramp up with Cisco GED-125 in no time with our quick start guide. In a few easy steps, you'll have you up-to-speed on everything you need to know to develop to GED-125.

Technical Overview of Cisco GED-125
Not sure Cisco GED-125 is right for you and your organization? The technical overview describes how to use, where it fits in the architecture, and some requirements.

The IVR-PG protocol provides for IVR (VRU) applications/systems to communicate with the ICM and Contact Center Enterprise/Hosted system to provide VRU status and data to ICM, make ICM requests, or handle ICM instructions.

The IVR-PG protocol is a TCP/IP socket based protocol. There is no SDK for this interface and therefore a developer is required to write directly to the socket layer. Alternatively, Cisco Advanced Services has a Java wrapper which can be used to integrate applications using the IVR-PG protocol. This wrapper is cost effective option in order to reduce development time and accelerate time to market. Customers should first review the Advanced Services offering before building their own socket based IVR-PG protocol application. Details on this wrapper and the IVR-PG protocol are available in this Technology Center.

Review the Developer Guide
This guide includes installation and configuration instructions, plus developer success stories.

Discuss
Discussions and blogs of Cisco Contact Center Enterprise/Hosted/ICM IVR PG (GED-125)

Learn More
Learn more about UCCE and how using Cisco GED-125 can service business objectives and customer needs.

http://developer.cisco.com/web/ged-125/home

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Important EOL Milestones

Release 7.5
Final MR: 7.5(10)

- 7.5 End of Sale Aug 30, 2011
- 7.5 End of SW Maint Mar 1, 2013
- 7.5 End TAC Support Aug 31, 2014

Release 8.0
Final MR: 8.5(4)

- 8.0 End of Sale Nov 18, 2011
- 8.0 End of SW Maint Feb 19, 2012
- 8.0 End TAC Support Feb 19, 2014

Release 8.5
Final MR: 8.5(4)

- 8.5 End of Sale Apr 17, 2013
- 8.5 End of SW Maint Apr 17, 2014
- 8.5 End TAC Support Apr 30, 2016

Release 9.0
Final MR: tbd

- 9.0 End of Sale Est. Jul 2014
- 9.0 End of SW Maint Est. Jul 2015
- 9.0 End TAC Support Est. Jul 2017

# Contact Center Enterprise Core Roadmap

<table>
<thead>
<tr>
<th>System Release 9.0</th>
<th>System Release 10.0</th>
<th>Future Release</th>
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<td>July, 2012</td>
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- Finesse
- Dynamic Call Type
- Video Remote Expert
- Scalability Improvements
- Congestion Control
- OAM&P simplification
- Packaged CCE
- EIM/WIM Chat/Survey
- Agent Request API
- Real Time Architectural Improvements
- Department ID field for Departmental Hosting Apps
- Spec-Based Virtualization
- ICM on UCS
- New End-Points
- CUBE Gateway Support for Outbound Option – SIP Dialer
- Single Sign-On
- Enterprise Licensing
- IPv6
- Serviceability Enhancements
- Outbound Campaign API
- Single Pane of Glass Management

Many of the products and features described herein remain in varying stages of development and will be offered on a “when-and-if-available basis”. This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document.
# Contact Center Enterprise Core Roadmap - ICM

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- Outbound Campaign API
- Single Pane of Glass Management

Many of the products and features described herein remain in varying stages of development and will be offered on a “when-and-if-available basis”. This roadmap is subject to change at the sole discretion of Cisco, and Cisco will have no liability for delay in the delivery or failure to deliver any of the products or features set forth in this document.
UCCE Portfolio Roadmap

Notes
Bringing It All Together

- Corporate financial position and commitment to contact center
- Leadership in collaboration and portfolio breadth
- Unsurpassed scalability
- Multivendor ACD and IVR support
- Next-gen portfolio available today – not an architecture in transition

- Universal Queue
- Active-Active dual datacenter resiliency (vs. several minutes of downtime)
- VXML-based queue flexibility with built in applications (e.g. Courtesy Callback)
- Web 2.0 application strategy
- Multidimensional routing (Precision)
Agenda

• Solution Review
  • Market View
  • Product Overview
  • Key Components
• Product Update
  • UCCE v9 Recap
  • UCCE/CVP v10 Features
• Q&A
  • Appendices
New Sessions for 2013

- 23 CCT Sessions & Lunch Talk
- New Sessions for 2013:
  - BRKCCT-1050  Introduction to Cisco Contact Center Capabilities and Design
  - BRKCCT-2051  Making the Move to Cisco Outbound Option - A Look from the Avaya Predictive Dialer Perspective
  - BRKCCT-2055  Unleash the power of Unified Contact Center Express with APIs, custom reporting and Advanced scripting
  - BRKCCT-2056  Unified Intelligence Center: Standard and Custom Reporting on Contact Center Express and Contact Center Enterprise
  - BRKCCT-2060  Integrating and Deploying Consumer to Business Video In Contact Centers For Highly Mobile and Social World
  - BRKCCT-3050  UCCE Capacity Planning and Expansion
  - LABCCT-1055  Customer Collaboration with Cisco Finesse & SocialMiner
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Bringing It All Together

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Bonus Material: UCCE V9 Features
What’s new in UCCE 9.0

- Windows 2008 R2 (Dropping Windows 2003)
- SQL Server 2008 (Dropping SQL Server 2005)
- **New Feature:** Precision Routing
- **New Feature:** Dynamic Call Type Node *(Script editor)*
- **New Feature:** Congestion Control
- **New Feature:** 12k Support *(UCCE 8.5(3))*
- **New Endpoint Support**
Windows 2008 changes

- 8.5(2) adds support for 64-bit Windows 2008 R2
- 8.5(2) dual support Windows 2003 / Windows 2008
- 9.0(1) Windows 2008 Only
- Stronger Security
- Process Monitoring
Portico vs. Process Windows
UCCE 9.0(1) Installation Paths

- Fresh install 9.0(1)
- Technology Refresh 8.x(x) to 9.0
- Common Ground 8.5(2)+ to 9.0
UCCE 9.0(1) Install / Upgrade

Components

- Central Controller, HDS, AW and PG/CG/CTI OS Server
  - Fresh Install - 9.0(1)
  - Common Ground - 8.5(2) and above to 9.0(1)
  - Tech Refresh - 8.0(x) and above to 9.0(1)

- CTI OS Clients
  - Fresh Install - 9.0(1)
  - Common Ground - 8.0(x) and above to 9.0(1)

- CCE 9.0(1) supports
  - SQL Server 2008 R2 SP1 64 bit (Std and Enterprise editions)
  - Windows 2008 R2 SP1 64 bit

- CCE 9.0(1) supports – CTI OS Clients
  - Windows 7 32 bit and 64 bit
  - Windows Vista 32 bit and 64 bit
  - Windows XP 32 bit and 64 bit

- Supports JRE 1.6.0 Update 30
UCCE 9.0(1) Install / Upgrade

Installation Process

- **Fresh Install**
  - Install SQL 2008 R2 SP1 on Windows 2008 R2 SP1
  - Install CCE

- **Tech Refresh**
  - Export ICM registry from source machine.
  - Run User Migration Tool to export the user information on source machine.
  - Run EDMT tool and migrate the databases on destination machine.
  - Run ICM installer with exported registry.dat file and complete Tech refresh on destination machine.
  - Run Domain Manager tool and add the facility and instances on destination machine.
  - Run User Migration tool in import mode on destination machine.
  - Run web setup and change domain from source domain to destination domain

- **Common Ground**
  - Run Common Ground Upgrade tool (Cgup upgrade) to back up SQL 2005 database
  - Uninstall SQL 2005, Install SQL 2008 R2 SP1, “Mixed” Authentication, tempdb set to autogrow 100MB
  - Run CGupgrade tool to import the database.
  - Run EDMT tool and migrate schema
  - Run CCE installer to upgrade to CCE 9.0(1)
Intro: Precision Routing
Enterprise Application Integration

Mary’s Attributes
- Fluent in English
- Cert. to sell Home Ins.
- Cert. to sell Auto Ins.

Precision Queue
- Fluent in English
- Cert. to sell Auto Ins.

Auto Insurance Certification Exam
HR Database
API

English
Auto Insurance Sales

Enterprise Application Integration
Agent Expertise

English
Certification
Home Insurance
Spanish
Upsell/Cross-Sell
Auto Insurance
Boat Insurance
Agent Assignment to Skill Groups
Precision Routing
Assigning Expertise and Aptitude to Agents
Agent expertise and aptitude defines the step

"Hello this is Tyrone, how may I help you?"
Selecting Agents by Expertise and Aptitude

**CUSTOMER**

Agent expertise and aptitude define the step 1.

**STEP 1**

Selecting Agents by Expertise and Aptitude

SEEKING BEST MATCH

RYAN
SABRINA
SAMANTHA
JENNIFER
TYRONE

“Your call is important to us...please hold.”
Selecting Agents by Expertise and Aptitude

Each step allows the system to expand the agent search pool

STEP 2

“Hello this is Anna, how may I help you?”

SEEKING GOOD MATCH

API

RYAN
SABRINA
SAMANTHA
JENNIFER
TYRONE
ADRIANA
JOHN
ANTHONY

MATCH FOUND

ANNA BOREGA
New Features
Dynamic Call Type node

Feature
- Change the Call Type assignment

Customer Benefit
- Allow Call Types to be Selected from Scripts or IVR Processing
- Enables better reporting of Calls
Congestion Control
Protection against unexpected extreme call spikes

- 3-Degrees of intervention
- Configurable rejection treatment

Variable Rejection Abatement
Packaged 1,000 Agent CCE

Accelerated Growth

Cisco SKU: CCE-PAC-M1

- “One SKU” ACD for systems under 1,000 agents; single UCS C-Series Server
- Converged call control, agent, voice treatment, queuing, and server hardware
- Pre-defined virtual machine templates
- Tools for cloning and deploying Virtual Machine images
- New (reduced) bundled list price

Single Server ACD+IVR

- Web Configuration
- Voice ACD (CCE)
- Reporting (CUIC)
- Call Control (UCM)
- Self Service (CVP)

Options Available

- Outbound
- Multichannel
- Speech
- Social Media
- Recording
Usability Focus
Only for Packaged CCE in 9.0

- Implicit pagination: user does not have to hit next/previous buttons, the scroll bar dynamically resizes and fetches pages in background
Cisco Unified Contact Center Enterprise

50% Capacity Increase

- Highest published ACD capacity among the market leaders
  - 12,000 agents
  - 360,000 BHCA
  - Real-world configuration

- Greater scale achieved by networking multiple systems.

- ICM capacity remains 30,000 agents
End Point Compatibility

Video Focus

- 8941
- 8945
- 8961
- 9951 (add AG/WA)
- 9971 (add AG/WA)
- EX60
- EX90
Platform and Virtualization Support

- Deployment flexibility and customer platform choices
- Simplified support when Cisco provides Hardware and Software
- Improved TCO and operations with Virtualized UCS
- Server Consolidation - reduce space, power, cooling, cabling and management requirements
- UC scalability as needed
- More effective business continuity and disaster recovery
- Simpler installs, upgrades, backups with zero downtime

http://docwiki.cisco.com/wiki/Unified_Contact_Center_Enterprise
Desktop Virtualization Support

- Flexible / easy deployment
- Maintain high quality agent / customer experience
- Control data security
- Improved TCO and ROI

VXC 2100
Shipping Today

VXC 2200
Shipping Today

VXC 6215
CC Support, without softphone: Summer 2012
CC Support with softphone: Roadmap
Important EOL Milestones

Release 7.0, 7.1, & 7.2
SH 7.2(7)

- **End of SW Maintenance**
  - Aug 5, 2011
- **End of TAC Support**
  - Feb 5, 2013

Release 7.5
SH 7.5(10)

- **7.5 End of Sale**
  - Aug 30, 2011
- **7.5 End of SW Maintenance**
  - Mar 1, 2013
- **7.5 End of TAC Support**
  - Aug 31, 2014

Release 8.0
8.0(3)

- **8.0 End of Sale**
  - Nov 18, 2011
- **8.0 End of SW Maintenance**
  - Feb 19, 2012
- **8.0 End of TAC Support**
  - Feb 19, 2014
